

# THE ALBUQUERQUE CITIZEN

PUBLISHED DAILY AND WEEKLY

By the Citizen Publishing Company of Albuquerque, New Mexico.

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PRESIDENT

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## SUBSCRIPTION RATES.

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Entered as second-class matter at the Postoffice of Albuquerque, N. M., under Act of Congress of March 3, 1879.

The only illustrated daily newspaper in New Mexico and the best advertising medium of the Southwest.

THE ALBUQUERQUE CITIZEN IS:  
The leading Republican daily and weekly newspaper of the Southwest.  
The advocate of Republican principles and the "Square Deal."

THE ALBUQUERQUE CITIZEN HAS:  
The finest equipped job department in New Mexico.  
The latest reports by Associated Press and Auxiliary News Service.

"WE GET THE NEWS FIRST."  
"STATEHOOD FOR NEW MEXICO"

## About Fake Advertising

It affords The Citizen considerable pleasure to find something new and then on which the two papers of this city can agree.

It is very seldom so, but the editorial comment in the morning paper relative to fake advertising schemes is along the right lines.

The newspapers of this city maintain large plants—larger in fact, than the business of the territory at present perhaps warrant.

But the newspapers are among the most optimistic of New Mexico business concerns. They not only believe in the future of the territory, but they have expressed their belief in dollars and cents in advance of the realization of their beliefs.

The papers of this city reach the people—every single one of them. They reach the people who are progressive and who read and reason. There are no better advertising mediums than the newspapers of Albuquerque.

For a merchant to depend on any other line of advertising than that of his home newspapers, will only result in inevitable failure. The newspapers of this city are here every day in the year. They are boosting the city and they are boosting the territory. They go into the homes of the people and form a part of our community and territorial life.

But your fake advertising man is a "by night" schemer. He usually has a project for the consideration of the merchant that appears good on the face of it.

He takes in \$100 or \$1,000 and then he goes. The money goes with him. It does not pay the salaries of printers and writers and solicitors who in turn spend the money with the merchant. But that money leaves New Mexico and it leaves New Mexico for good. It doesn't pay any taxes in New Mexico; it doesn't build any homes in New Mexico; it doesn't come back to the counters of the merchants of New Mexico and it doesn't do the merchants or their customers one iota of good.

Sensible, conservative advertising pays, and pays well. It is what declares your dividends at the end of the year, and every successful business man will bear testimony to the fact.

The morning paper hits the nail on the head when it seeks to discourage the use of fake advertising schemes by local merchants.

No matter how alluring the proposition; no matter how bright the prospects indicated by the fly-by-night advertiser, the business man of Albuquerque and of New Mexico should remember that every dollar spent with the fake advertising promoter leaves New Mexico.

The special write-up man, the special advertising man and the man who wants to tack up cards all about the city, may make you think he has a good proposition, but he is working for himself alone.

He leaves on the next train and he leaves for good. It doesn't matter to him what becomes of you, or of Albuquerque or of New Mexico. He isn't living here. He hasn't your interest at heart as has your local paper because on your success doesn't depend his own. He can search out new fields. When you can't patronize him he will simply cut you off his circuit. He does not maintain a printing establishment with twenty-five, thirty or forty employees. He has nothing to lose.

The local paper boosts for the community and the territory, for upon the success of these depends the future of the paper.

When you have any money to spend Mr. Business Man, the home paper in the place to spend it—particularly in advertising. Direct results you may not always receive but think what your town would be without your papers?

## Higher Saloon Licenses

The city of Albuquerque will lose a considerable sum of money as a result of the abolishment of licensed gambling the first of next year.

At the same time we need at least two new school buildings in order to accommodate the pupils now enrolled.

It has been suggested to The Citizen that a good way out of the dilemma is to raise the license for the sale of intoxicating liquors.

The saloons do a big business—as big as any of our merchants and they do not pay their pro rata, all things considered.

As a matter of fact there are probably too many saloons in Albuquerque today. With a higher license there would be fewer saloons and the revenue to the city would pay for our additional educational expenses, or nearly so.

There is no good reason why the licenses of saloons should not be raised and there are many good reasons why they should.

At all events The Citizen, since the matter has been suggested, calls the attention of the public to the subject and would be glad to hear further along the same lines.

Arizona Republican: The Albuquerque newspapers are manifesting a warrantable niftiness over securing the next national irrigation congress. In the excitement of pleasure, they neglect to recognize the part Arizona delegates played in locating the next session there. Please excuse us this time. Its so seldom that Arizona does anything for us except knock, that we had entirely forgotten to extend thanks. But nevertheless Albuquerque is duly appreciative and will reciprocate when possible, even with our "hordes" of native citizens.

Vice President Fairbanks did not order the cocktails and Secretary Loeb denies that either he or the president ordered the cocktails. There is no doubt who drank the cocktails, and before this affair is over we miss our guess if it doesn't turn out that Dave Leahy of Wichita, was the man who ordered them.

We didn't say so: An Albuquerque ticket agent punched her description as "stout, middle aged," and when the smoke cleared away and the roof was lifted off his prostrate form, he wrote his resignation, to take effect until the railroad stopped this identification business.—Carrizozo Outlook.

The Kansas City Star says Oklahoma is the first state to come into the Union dry, but what is more unique Oklahoma also came in democratic.

Jack Frost carried his first cold wave of the season across half the country in a night. Arrest him for speeding.

"Lest We Forget," says the Farmington Times-Hustler. That paper has the forget habit pretty badly at times.

"No man ever builded anything more noble than himself," says the Chicago Tribune. This is true in some cases.

Then again, the innocence of Standard Oil might have been established if somebody had those books.

Price of pie has been boosted in Boston. Something certainly must be done to the pastry trust.

Mollycoddle sports are those New York Yacht club committeemen who rejected Lipton's challenge.

What is public opinion? asks an eastern paper. A keg of nitroglycerin, rampant, at times.

Root's trip to Mexico is a mollycoddle stunt beside that world-tour stunt of Buster Hill's.

"Colored meele—no razors used," says the Winslow Mail. Now what are we coming to.

The water was cold, but Alton went to the swim joyfully.

Now as to the ice trust—but let's drop that matter.

## WHY DID YOU COME WEST?

To rest, recuperate, hunt, fish, breathe fresh pure air, see mountain scenery, get a change, live a new and fascinating life under new conditions and get food that needs no pure food law.

That's why you came west! There is a beautiful little valley that nestles between the highest mountains of the Rockies on the upper Pecos river; ideal altitude, 7,000 feet, and temperature identical with Albuquerque. Its streams swarm with trout and the woods and ranges are filled with game large and small. The ranchers live the life of the west. There are mountain lion, bear, deer and wolves for the hunter. There are saddle ponies to be had for the asking, rooms in a big, rambling ranch house with wide verandas, tent rooms or a cabin if you want it. The days are never dull. You see a great ranch and the genuine western life. Fresh milk, butter and eggs—all you can drink and eat. Sleep in blankets at night—fish in your shirt sleeves during the day. You couldn't spend more than \$9 a week if you tried. Its the place you are looking for. Accommodations for both men and women.

Inquire this office or address THE VALLEY RANCH, Pecos, N. M.

## FRESH FOR SATURDAY

### Sealsipt Oysters

For Saturday. We have New York Counts, a very large, fat oyster, nothing finer for frying. Also Blue Points, direct from the growers on Long Island Sound.

### Turkeys

All young, this year's stock. Small, but very fine eating. We also have a good supply of fresh young duck, springs and hens.

### Lobsters

The first shipment of the season, very fine, but will be high in price this season, owing to their great scarcity.

### Merrit's Best

Creamery Butter is without exception the finest creamery butter that comes to Albuquerque. Try it.

## San Jose Mkt

## ABOUT TOWN

A marriage license was granted today to Fay C. Leonard and Fred P. Kahnt, both residents of Albuquerque.

There will be a regular review of Alamo Hive No. 1, L. O. T. M., tomorrow afternoon at 2:30 at Odd Fellows' hall.

Fifteen Mormons from Rahah, N. M., passed through the city yesterday en route to Salt Lake City to attend a meeting of the church.

The funeral of the infant daughter of Mr. and Mrs. B. L. Lucero was held yesterday, as was the funeral of the infant son of Mr. and Mrs. M. Martinez.

The Woman's Missionary society of the Christian church will meet Thursday afternoon at 3 o'clock, in the church, corner Broadway and Gold avenue.

Two strangers, W. H. and P. H. Legate, charged with vagrancy, were sent to jail for ten days each by Police Judge Craig in court this morning.

The body of W. J. Wahley, aged 23 years, a former professor of athletics in the Washington public schools, who died Saturday, was taken to the old home in Washington last night by a brother, Edward Wahley.

Regular meeting Mineral Lodge No. 4, K. of P., this evening at 8 o'clock, Castle Hill, in Elks' building. Work in second rank. Members of committees on entertainment for the grand lodge should be present.

William Grace, owner of a department store at Grace, Ohio, is in the city. Mr. Grace has been afflicted with stomach trouble for some years and came here for the purpose of making a trip to the famous hot springs, where he will test the waters.

Mrs. Howard Taylor of Manhattan, Kan., who as Miss Esther Butler, spent her childhood in Albuquerque, visited Mr. and Mrs. Thomas Isherwood yesterday. Mrs. Taylor left last night for California, where she is to spend the winter at the home of her mother in Los Angeles.

Regular meeting of Mineral lodge No. 4, Knights of Pythias, in their Castle hall, Elks' building, this evening at 8 o'clock. Work in the second degree. Members of the various committees on entertainment of the grand lodge are requested to attend, as final arrangements will be made at the meeting this evening.

The change of bill at the new Crystal today will present the following vaudeville acts: La Bord and Ryerson, singing and dancing comedy artists; Jess Vanola, pianist, balancer and juggler; Beahan and Alta, burlesque artists, in the screaming tragedy based on "East Lynne," called "Little Willie"; the illustrated song moving pictures, etc.

At 11 o'clock this morning the Santa Fe fire whistle blew a series of wild blasts, to which the fire company responded with alacrity. The fire was reported in the local freight depot, but it proved to be a false alarm. Yesterday at 3 p. m. the department was called out to quench a slight blaze on the Coal avenue viaduct. The fire, as usual, was set by sparks from locomotives.

A Sandoval county suit was filed in the district court today, entitled Bernalillo Mercantile company vs. the Gold Bullion company. The plaintiff prays for a judgment against the defendant for the sum of \$231.02, alleged to be due for merchandise purchased from the plaintiff, together with interest and court costs. Attorney Felix H. Lester appears for the plaintiffs.

The Indiana Club of Albuquerque, which has been the inspiration for about one hundred other Indiana clubs being organized in the southwest, will meet in regular monthly session tomorrow night at B. K. Adams' undertaking parlors at Fifth and Central avenues. Mrs. John A. Adams, chairman of the program committee, will render a recitation, "Indiana," while A. S. Barrett will recite a number of James Whitcomb Riley's poems.

W. W. McDonald, post commander of the New Mexico G. A. R., returned Saturday night from Saratoga, where he attended the national encampment of the Grand Army of the Republic. He said fully 20,000 veterans were gathered at Saratoga, and that there would have been many more if the weather had been more favorable. It rained most of

the time during the encampment and the big G. A. R. parade was held in a pouring rain. On the way back Mr. McDonald visited his former home at Galena, Ill.

Fred P. Kahnt, a well known traveling man with headquarters in this city, was united in marriage this afternoon at 2 o'clock to Fay C. Leonard, a popular young Albuquerque lady. Rev. J. Wilson Marsh officiating. They will reside in this city.

A man named Celso Sedillo was arrested Saturday night for threatening to kill one, D. Montoya. The two were drinking at the Summer Garden on Mountain road and became quarrelsome. Sedillo will be given a hearing before Justice of the Peace Romero, of old town, as soon as two necessary witnesses have been summoned.

Dr. C. W. Stanfill, formerly of Albuquerque, and who has been spending the past summer among relatives in Tennessee, returned to the city last night. Before leaving for the east, Dr. Stanfill passed an examination before the dental board of New Mexico and is now on a tour of inspection throughout the territory with the object of securing a permanent location in which to practice his profession.

The Temple Ad society is the title of an organization perfected by the children of Temple Ad yesterday. The purpose of the society is the formation of a circulating library for the children of the Temple Ad Sunday school, the giving of relief to the deserving poor and the promotion of friendship. Arthur Yanow was elected president, with Hilda Grunfeld as vice president, Beatrice Hild as secretary and Alice Stern as treasurer.

For engaging in a fist encounter in front of the Savoy hotel and for making too free with abusive language, Donald Finney and Louis Miltch were each fined \$10 by Police Judge Craig in police court this morning. It was alleged that the men had been drinking together Saturday night and got into a quarrel about who should "set them up," which quarrel resulted in a fight in which Finney knocked Miltch down twice.

Mrs. Aniseta S. Lucero died early this morning at her home, 515 West Atlantic avenue, at the age of 33 years. She was the wife of the proprietor of the barber shop at the corner of South Second street and Atlantic avenue. The deceased leaves, besides her husband, one child to mourn her loss. Funeral services will be held tomorrow at 8:30 at the family residence and at 9 o'clock at the Sacred Heart church. The interment will be at Santa Barbara cemetery.

The arrangement committee of the local lodge of the L. O. O. F. held a meeting in Odd Fellows' hall yesterday morning to complete the plans for the reception and housing of the members who will attend the grand lodge meeting here during fall week. The grand lodge will convene next Monday, and the opening ceremonies will be by the Rebekahs, after which a banquet in Elks' hall will be given to the visiting members. The subordinate lodge will put on the initiatory work next Tuesday night, and the closing day will be given over to camp fire work. B. A. Sleyter, grand master, and N. E. Stevens, grand secretary, are members of the reception committee.

## BABY'S FIRST PRIZE TO BE SPLENDID MEDAL

The baby who receives the first prize at the baby show at the territorial fair next week will be presented with a medal of 14 carat gold which will be always a valuable souvenir, as well as a splendid appearing specimen of the jeweler and engraver's art. It is donated by H. Yanow, the Central avenue jeweler and ticket broker, and Mr. Yanow, in selecting the medal, picked out one of suitable size, large enough to be most attractive, and of weight sufficient to insure its lasting for many years. It is much superior to the usual medal, as it is of pretty design heavy weight and elaborately engraved with suitable wording. Mr. Yanow says he wanted to give the prize baby a medal that would be a memento of the territory's greatest fair as long as that baby and its descendants live, and he has certainly succeeded.

## Bedding, Comforts, Blankets



We have just received our complete line of Bedding or the winter. Our prices are **33 1/3 per cent** less than our competitors, and you lose money when

**YOU DON'T BUY FROM US**

Watch This Space for Prices on the Celebrated "ACORN" Heating Stoves

**F. H. Strong**

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Winchester Repeaters  
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## Ammunition By the Car Load

If you need anything in this line call or write to us  
**Our Prices Can't be Beat**

**McINTOSH HARDWARE CO.**

## Bring in Your Wife!

Any man that is fortunate enough to have a wife will do well to bring her along when ready to select his Fall and Winter Suit.

**We Extend to Her a Personal Invitation**

A woman's eyes see and appreciate the quality of fabrics, the accentuated point, we call style; the excellent tailoring; the artistic touch and the care we give details, and the cut.

Men know whether they like the general style and feel of the fabric when they put on a suit and, after they have worn it, the tailoring and look of the suit.

But a woman will know at a glance just what you are getting; how it becomes you and how well it is worth the price—no matter what grade of suit you buy.

**Suits—\$18, \$20, \$25, \$30 to \$35**

Agent for  
**The Washington and Alfred Benjamin**

**M. MANDELL**  
Fine Clothing

# WHEN YOU COME TO THE FAIR

Make Yourselves at Home at

**LEARNARD & LINDEMANN'S**

**The Square Music Dealers**

**206 West**

**Gold Avenue**